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| **ELEMENT** | ****Exemplary**** ****3**** | ****Proficient**** ****2**** | ****Partially Proficient****  ****1**** | ****Unsatisfactory**** ****0**** | ****POINTS**** |
| **Content** | Provides a fresh and balanced perspective on the topic. | Provides original ideas with a minimum of personal bias. | Provides one or two original ideas which include some personal bias. | Does not provide any original ideas and personal bias is obvious. | \_\_\_\_/3 |
| Provides comprehensive insight, understanding, and reflective thought about the topic. | Provides a moderate amount of insight, understanding, and reflective thought about the topic. | Provides only minimal understanding, or reflective thought about the topic. | Provides no understanding or reflective thought about the topic. | \_\_\_\_/3 |
| Explains all ideas clearly and concisely in a logical progression with effective supporting evidence. | Explains most ideas clearly and concisely with supporting evidence. | Incompletely explains ideas and does not effectively use supporting evidence. | Fails to explain ideas clearly, and does not use any supporting evidence. | \_\_\_\_/3 |
| Presents all information in a style that is appealing and appropriate for the intended audience. | Presents information in a style that is generally appropriate for the intended audience. | Presents information in a style that is often inappropriate for the intended audience. | Presents information in a disjointed, unpolished style which is inappropriate for the intended audience. | \_\_\_\_/3 |
| **Organization** | Uses a consistent organizational structure that includes grouping related information, defines specialized vocabulary and/or provides a table of contents. | Uses an organizational structure which groups some but not all, related information, defines specialized vocabulary and/or provides a table of contents. | Uses a loosely defined organizational structure which attempts to group similar items. | Fails to provide a consistent organizational structure, and information is difficult to locate. | \_\_\_\_/3 |
| **Text Layout** | Makes frequent and effective use of headings, fonts, bullet points and white space to enhance the content’s visual appeal and increase readability. | Makes occasional use of headings, fonts, bullet points and white space to enhance the content’s visual appeal and increase readability. | Makes minimal use of headings, fonts, bullet points and white space to enhance visual appeal and readability. | Makes no use of headings, fonts, bullet points or white space to enhance visual appeal and readability. | \_\_\_\_/3 |
| **Hyperlinks** | Includes links to websites or documents that enhance the information presented. | Includes links to websites or documents, but not all links enhance the information presented. | Includes links to websites or documents which add little value to the information presented. | Does not include any links, or the links selected are of poor quality and do not add any value to the information presented. | \_\_\_\_/3 |
| Connects to relevant, up-to-date resources. | Connects to resources which are usually relevant and up-to-date. | Connects to many outdated resources which appear to have only a minimal connection to the topic. | Connects to outdated resources which have no connection to the topic. | \_\_\_\_/3 |
| **Graphics and Multimedia** | Selects high quality graphics and multimedia when appropriate to enhance and clarify the content. | Selects graphics and multimedia which are mostly high quality and enhance and clarify the content. | Selects many low-quality graphics and multimedia which do not enhance the content. | Selects no graphics, or uses only low-quality graphics and multimedia which do not enhance the content. | \_\_\_\_/3 |
| Acknowledges all image and multimedia sources with captions or annotations. | Acknowledges most image and multimedia sources with captions or annotations. | Acknowledges only a few multimedia and image sources and uses incomplete captions or annotations. | Fails to acknowledge any image or multimedia sources, either with a caption or an annotation. | \_\_\_\_/3 |
| **Citation** | Consistently uses standard bibliographic format to cite sources. | Uses standard bibliographic format to cite sources most of the time. | Does not use standard bibliographic format to cite sources, and citations are incomplete. | Does not cite any sources. | \_\_\_\_/3 |
| Accurately cites all sources of information to support the credibility and authority of the information presented. | Most sources are cited accurately, and support the credibility of the information presented. | Few sources are cited accurately, and they fail to adequately support the credibility of the information presented. | Does not provide any accurate information about sources used. | \_\_\_\_/3 |
| **Writing Mechanics**  **TOTAL POINTS** | Edits the text with no errors in grammar, capitalization, punctuation, and spelling. | Edits the text with minor additional editing required for grammar, capitalization, punctuation, and spelling. | Edits the text, but errors in grammar, capitalization, punctuation and spelling distract or impair readability. (3 or more errors) | Edits the text but numerous errors in grammar, capitalization, punctuation, and spelling repeatedly distract the reader and major revision is required. (more than 5 errors) | \_\_\_\_/3 |
|  |  |  | **TOTAL** | **\_\_\_/48** |